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Although the present invention has been described with reference to a preferred embodiment, the invention is not limited to the details thereof. Modifications that may occur to those skilled in the art are intended to fall within the spirit and scope of the invention as defined in the appended claims. --

IN THE CLAIMS

Delete the currently pending claim having sections "1-a)" through "1-f)" and replace it with new claims 2-18.

1 -- 2. (New) A golf ball holder system comprising a base unit that has at
2 least one predetermined area in which to hold indicia and at least one
3 predetermined area to hold golf balls.

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1 3. (New) The golf ball holder system of claim 2 wherein the
2 predetermined area which hold indicia allows for easy removal and insertion of
3 indicia.

1 4. (New) The golf ball holder system of claim 2 wherein the indicia is
2 advertising in nature.

1 5. (New) The golf ball holder system of claim 2 wherein the indicia is
2 instructional in nature.

1 6. (New) The golf ball holder system of claim 2 further comprising a
2 storage area for user peripherals.

1 7. (New) The golf ball holder system of claim 6 wherein the peripheral
2 storage area is designed to secure golf equipment.

1 8. (New) The golf ball holder system of claim 7 wherein the peripheral
2 storage area is designed to secure extra golf clubs.

1 9. (New) The golf ball holder system of claim 6 wherein the peripheral
2 storage area is designed to secure .

1 10. (New) A golf ball tray comprising at least one plaque for displaying
2 indicia and an area to hold golf balls.

1 11. (New) The golf ball tray of claim 10 wherein the plaque for displaying
2 indicia allows for easy removal and insertion of indicia.

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1 12. (New) The golf ball tray of claim 10 wherein the indicia is advertising
2 in nature.

1 13. (New) The golf ball tray of claim 10 wherein the indicia is instructional
2 in nature.

1 14. (New) The golf ball tray of claim 10 wherein the plaque is angled such
2 that it is readily visible by a user standing over the tray.

1 15. (New) The golf ball tray of claim 10 wherein the plaque is a formed
2 fitted advertising venue.

1 16. (New) A golf ball tray of claim 10 wherein the section for holding golf
2 balls includes holes to allow water to drain effectively from the tray.

1 17. (New) The golf ball tray of claim 10 further comprising at least one slot
2 in the top of the section for holding golf balls capable of securing an informational
3 plaque.